

RONALD J. ROSENTHAL
Program Manager
Navy ERP Program Office



Mr. Rosenthal was born January 31, 1953, in New York, NY, and was raised in Miami Beach, FL. He graduated from the University of Florida in 1974 with a Bachelor of Science degree in Systems Engineering. He received a Master of Engineering degree in Industrial Engineering from Texas A&M University in 1976.

Mr. Rosenthal began his career in 1975 as an intern in the production-engineering program at the Red River Army Depot, Texarkana, TX. From November 1976 to July 1980, he served as an Industrial Engineer at the U.S. Army Aviation Systems Command in St. Louis, MO. In July 1980, he transferred to Headquarters, Department of the Army as a cost analyst and subsequently moved to the U.S. Army Materiel Command in Alexandria, VA.

Mr. Rosenthal joined the Naval Air Systems Command in 1983 as Section Head of the Avionics/GFE Cost Estimating Section. He was later promoted to Branch Head of the Weapon/Unmanned Vehicles Cost Estimating Branch. He also served as the Head of the Aircraft Systems Cost Estimating Branch.

In 1989, Mr. Rosenthal attended the 20-week Program Manager's course at the Defense Systems Management College. Upon his return, he became the Principal Deputy Program Manager for Conventional Strike Weapons, a diverse program office with projects in development, production, and in-service. He had broad responsibility for the technical, financial, and programmatic aspects of conventional air launched ordnance, including the Joint Military Department Development Programs Joint Standoff Weapon (JSOW) and Joint Direct Attack Munitions (JDAM).

In 1996, Mr. Rosenthal was selected for promotion to the Senior Executive Service and appointed as Head of the Cost Department. The Department was responsible for providing cost estimating and analysis support to all naval aviation programs. He supported ASN(RDA), OPNAV, and OSD Flag Officers, and senior executives on acquisition budget resource requirements. He led the Command's effort to establish the process for and policy associated with the Navy's goal of reducing weapon systems' total cost of ownership. He also led cost assessment studies of the Joint Strike Fighter Program in 1997 and 2000.

In October 2000, Mr. Rosenthal assumed the duties within the Chief of Naval Operations Office, Director of Air Warfare, as the Principal Assistant, Acquisition, Programming & Budgeting for Director Air Warfare. In this job, he provided advice on acquisition, programming, and budgeting to Director of Air Warfare on such programs as the F/A-18, CVX, MV-22, JSF, AIM-9X, and JSOW/JDAM. He also was the Acquisition Representative on the Future Naval Capabilities Integrated Program Team for Total Ownership Cost.

Mr. Rosenthal returned to Naval Air Systems Command (NAVAIR) to become the Program Director for the Enterprise Solutions Program Office (ESPO) in January 2002. The mission of the ESPO was to demonstrate and deploy commercial technology such as Enterprise Resource Planning (ERP) within NAVAIR. In January 2003, he was assigned as the Program Manager for the Navy ERP Program. He is responsible for the reengineering and standardization of Navy-wide processes through Business Process Reengineering and the coordination of ERP-related activities within the Department of the Navy. Upon completion, this project will result in the Navy's ability to integrate operations and data; to increase productivity; and to optimize material and supply chain management.

Mr. Rosenthal's career record has been exemplary. He has received many awards for achievement and performance including the prestigious Association of Naval Aviation Edward H. Heinemann Award in 1999 and the Presidential Rank Award in 2000.